

Stormwater Outreach & Education: Lessons Learned



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Clean Water Services

Wherever there's water, there's Clean Water.

In This Presentation

- Who we are
- Challenges of watershed education
- Don't reinvent the wheel
- Lessons learned

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Wherever there's water, there's Clean Water.

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- Urban Washington County
- Sanitary sewer and SWM utility provider
- SWM utility established in 1990
- Among first watersheds in nation with TMDL—1988; revised in 2001
- Outreach/Education driven by both TMDL compliance schedule and MS4 Phase I requirements

Challenges

- What's a watershed
- What's non-point source pollution?
- Education is a bottomless pit!

Challenges: It's not my problem!

On a scale of 0 to 10 with 0 being not at all serious and 10 being very serious, please tell me how serious a threat you believe each one is to the Tualatin River and its streams.		
	General Population	Streamside
	8.1	
Industrial pollution	7.5	
Development/buildings too close to rivers and streams	7.6	
	7.2	
Run-off from farm chemicals	7.4	
Poor or inadequate sewer and septic systems	7.0	
Loss of wetlands	7.4	
Pollution from oil, antifreeze, etc. from car repair/maintenance	6.8	
	7.3	
Run-off from lawn and garden chemicals	7.1	
Not enough water in streams for fish/wildlife	7.2	
Not enough trees shading streams to keep water cool for fish and plants	6.6	
Storm water run-off from roads and parking lots	6.9	
Run-off from cars being washed at home	6.4	
Runoff from pet waste	6.9	

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The Result?

- *I don't know*
- *I don't care*
- *I just moved here*
- *It's not my fault*

How to reach a reluctant audience

- Keep it simple
- Know your audience
- Repeat, repeat, repeat
- Speak to them where they are

Tools: Research

S U M M E R 2 0 0 2

Do Clean Rivers Begin at Home?

Exploring the
Obstacles and
Motivations of
Homeowner
Behavior

A Survey of
Public Habits in
Oregon's Tualatin
River Watershed



**Tualatin Basin
Public Awareness
Committee**



% RILEY RESEARCH ASSOCIATES
Research for Marketing, Public Relations, and Planning

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Tools: Watershed Theme & Logo

- Build personal awareness
- Connect community with resource
- Adaptable
- Partnership



Tools: Brochures & Fact Sheets

- Multiple audiences
- Consider distribution method—display rack, inserts, website
- Have meaningful/useful information
- Can be print-on-demand



Tools: Brochures

- Try different sizes/shapes
- Give audience a useful tool
- Surveys show
 - Tell me where
 - Tell me how
 - Give me a discount



Tools: Displays & Community Events

- Work well at events, community meetings, fairs, libraries, presentations
- Parades
- County Fairs
- Neighborhood Events
- Malls
- Community festivals



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Tools: Website



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Tools: Take-aways

- Can increase traffic at your display
- Can include valuable message(s)
- Consider something useful or fun
 - pencils, bookmarks, coloring books, temporary tattoos, posters, balloons

Tools: Direct Mail

- Direct Mail
- Neighborhood newsletters
- Billing Inserts

Billing insert

Water Words

A joint newsletter from the Tualatin Valley Water District and Clean Water Services

July - August 2004

Lazy lawn care tip #2: choose safer alternatives

Children and pets can be at risk from exposure to lawn and garden chemicals. Rain can wash chemicals off your lawn into the storm drains that lead to neighborhood streams. Why take these risks? Choose safer alternatives.

A healthy lawn will naturally resist disease and pests.

Tips for a healthy lawn include:

- Use an organic or slow-release fertilizer. Read directions carefully and don't over-fertilize.
- Use compost on your lawn to improve soil condition and help retain water.
- Mow grass higher to promote deeper roots.
- Aerate, thatch and re-seed with a Northwest grass.
- Reduce your lawn; landscape with native Northwest plants.

Call for your free "Simple Steps to a Healthy Lawn and Garden" guide and "Gardening with Native Plants" poster, at (503) 681-3643 or by email at debakerk@cleanwaterservices.org.



Beginning July, your bill reflects the annual adjustment (update) of your sanitary sewer usage average. Sewer usage is based on the average water you used during the previous winter months, November-April. As a result, your sewer usage will be less if you used less water last winter and higher if you used more.

Did you know?

- Children are exposed to more pesticides than adults via typical childhood behavior: playing on the ground or floor, mouthing toys that have come into contact with pesticides.
- Lawn pesticides can be tracked indoors where they adhere to carpets, home furnishings, even house dust, increasing your children's exposure to chemical residues.
- Among dogs whose owners apply the lawn herbicide 2,4-D more than four times a year the incidence of common canine cancer (canine malignant lymphoma) increases two-fold.
- Dogs who spend time in a yard one to two days after spraying with 2,4-D absorb measurable amounts of the herbicide through normal activities and behavior.
- Cats exposed to herbicide residue on lawns or shrubs may suffer life threatening seizures or serious skin disorders.

Stop by and say hello!

Clean Water Services grabs every opportunity to get out into the community and connect with people like you. So far this year, we've attended the Children's Clean Water Festival, Earth Day at the Nature Park, Sherwood Community Services Fair, Public Works Fair, Trails Fair, Tigard Festival of Balloons, and Tualatin River Discovery Day.

We've been spreading our clean water message via our "Go Native" campaign (see below right). Be sure to wave to us at the parade or stop by our booth and enter to win a free native plant!

Upcoming events include:

- Beaverton SummerFest Parade
July 17th, 10:00, downtown Beaverton
<http://www.ci.beaverton.or.us>
- Bi-Mart Washington County Fair & Rodeo
July 29th-August 1st, Washington County Fair Complex
<http://www.faircomplex.com/wc/fccl.html>
- Tualatin Crawfish Festival
August 14th, 10:00-8:00,
Tualatin Community Park
<http://www.tualatincrawfish.com>



Pay stations

If you are paying on a current bill, you may want to use a pay station rather than mailing payment to the office. Here is a list of pay stations for your convenience:

- Cedar Mill, Thriftway (In-store Post Office), 12675 NW Cornell Rd.
- Clean Water Services, 2550 SW Hillsboro Highway, Hillsboro
- Farmington Center, Thriftway (In-store Post Office), 17675 SW Farmington Rd.
- Metzger Drop Box (unstaffed), 6501 SW Taylors Ferry Rd.
- King City, McCann's Pharmacy, 15885 SW 116th Ave.
- Garden Home Post Office, Thriftway, 7410 SW Olsson Rd.
- Sherwood City Hall, 20 NW Washington Street
- Sherwood Senior/Community Center, 855 N. Sherwood Blvd.
- Tualatin Valley Water District (TVWD), 1850 SW 170th Ave., Beaverton

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Tools: School-Based Programs

- Children tend to be a more receptive audience
- Look at existing education models, then talk with teachers about what they would use in their classrooms
- Provide “take-aways” as incentives & rewards that teachers can use with students.



Tools: Storm Drain Stenciling

- Serves as a constant reminder about stormwater issues
- Doorhanger is most important item
- Increased movement to vinyl markers
- Works best when done by
 - neighborhood groups
 - scouts
 - environmental groups
 - other volunteers

Tools: Stewardship Programs

- Offer small grants
 - neighborhood/homeowner associations, watershed councils, students groups, etc.
- Benefit
 - builds strong partners for enhancing and protecting the watershed

Tools: Advertising

- Reaches broad audience
- Can be expensive
- Consider regional or community partnerships

Media is most-cited source of information

Information Sources	Source n=400	Most Important n=400
<i>The Oregonian</i>	59%	34%
Television	49%	14%
Bill stuffers	33%	16%
Radio	30%	5%
Neighborhood newsletters	29%	7%
Friends or neighbors	23%	2%
<i>Hillsboro Argus</i>	15%	5%
Websites	13%	1%
<i>Tigard Times</i>	13%	4%
Billboards	12%	<1%
Customer Awareness/Satisfaction Survey June 2003		

Print



GO NATIVE.

Native plants. Less water. Fewer chemicals. Healthy streams.

Native plants can make a big difference in your yard. On top of being beautiful and resistant to pests and disease, native plants require less watering and chemicals. That means you're reducing the amount of pollution and runoff that goes into our streams.

To go native, simply go to the native plant finder at www.CleanWaterServices.org/gonative or call (503) 681-3663 for a free poster. With your help, we can ensure that every drop of water becomes clean water.



 www.CleanWaterServices.org **Wherever there's water, there's Clean Water.**

Wherever there's water, there's Clean Water.

Print



← The River Starts Here.

It's how pollution gets to the river. Motor oil, pesticides, fertilizers, and other waste gets washed into the storm drain when it rains, and from there it flows right to the river, polluting the water that people and fish depend on.

Because so much pollution comes from family homes, the good news is that you can make a big difference. Start with your car: Fix oil leaks right away, and wash it at a car wash. When landscaping, select plants that are adapted to our environment, and limit use of garden chemicals. And please clean up after your dog.

For more ideas on how you can make a difference, get connected at: www.cleanriversandstreams.org
In Oregon: (503) 234-3000 In Washington: (360) 397-6012, ext. 8

THE REGIONAL COALITION FOR CLEAN RIVERS AND STREAMS

CLEAN WATER SERVICES, CLACKAMAS COUNTY WATER
ENVIRONMENT SERVICES, CITY OF PORTLAND, CITY OF GRESHAM,
CITY OF VANCOUVER, CLARK COUNTY, METRO

Wherever there's water, there's Clean Water.

Fleet Adv...



Wherever there's water, there's Clean Water.

Fleet Advertising



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Fleet Advertising



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Bumper Stickers

- **Features**

- Single message
- Must be short and simple
- Needs catchy phrase/message
- Cheap

- **Limitations**

- Removal

- **Suggestions**

- Try it
- Change it often



Movie Screen Advertising



THE TRUTH ABOUT **CATS** AND **DOGS**

Their waste* pollutes our streams. Scoop up after your pet. Protect our water!

CleanWater Services
Our commitment is clear.
(503) 681-3600

*18 tons a day in
Washington County!



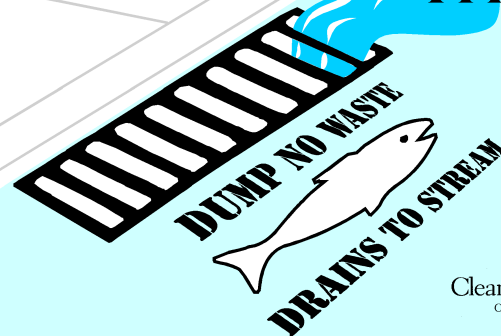
AS GOOD AS IT GETS

You can stop oil, chemicals, yard debris
and pet waste from washing into creeks
and the Tualatin River!

USA
Unified Sewerage Agency
(503) 846-8621



A RIVER RUNS THROUGH IT



Only rain water belongs
in storm drains and ditches.
Keep oil, paint, soap, and
litter out of them to protect
local creeks and waterways.

CleanWater Services
Our commitment is clear.
(503) 681-3600



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Radio

- **Features**

- Vivid imagery
- 10 times more stations than TV
- Saturation (over 98% have radio)
- Mobile medium
- 6-7 per household
- Simple to produce
- Audience can do other things while listening

- **Limitations**

- Only non-visual medium
- Moderately expensive
- Can target demographic but not geographic

- **Suggestions**

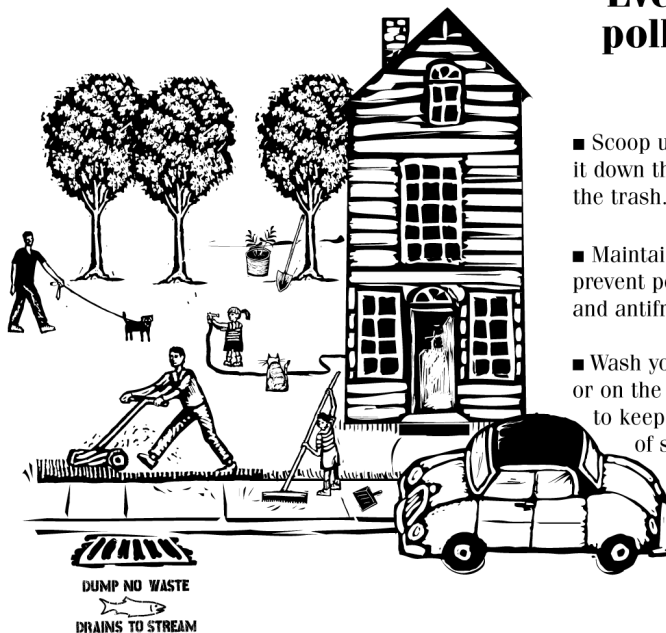
- Seek Public Service Announcement (PSA's) or sponsorships
- Partner with other organizations
- Seek sponsorship/grant

Evolution of a message

- Regional Coalition for Clean Rivers & Streams—Phase I Communities in Portland metro area
- Formed in 1995; expanded 2001
 - Message: Connection between daily activities & water quality
 - Audience: Homeowners
 - Method: Print and Transit

1998 Regional Coalition for Clean Rivers & Streams

Clean Rivers Start With You.



Every day, storm drains carry pollutants into our waterways. Here's what you can do.

- Scoop up pet poop and flush it down the toilet or toss it in the trash.
- Maintain your car to prevent pollution from oil, fuel, and antifreeze leaks.
- Wash your car at a car wash or on the grass to keep dirty water out of storm drains.
- Landscape with native plants to eliminate the use of pesticides and fertilizer that can be carried from your yard by water runoff.
- Properly dispose of paints and solvents. For information call Metro 234-3000.
- Sweep sidewalks, driveways and patios instead of hosing dirt and debris into the street.

Find out more. Call the Regional Coalition for Clean Rivers and Streams at 823-5610.

• Clackamas County Department of Utilities • Gladstone • Happy Valley • Lake Oswego • Milwaukie • Oak Lodge Sanitary District • OD8016
• Oregon City • Rivergrove • West Linn • Wilsonville • City of Gresham, Environmental Services • City of Portland, Environmental Services
• Multnomah County • Multnomah Drainage Districts • Port of Portland • Oregon Department of Transportation • Unified Sewerage Agency



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1999 Regional Coalition for Clean Rivers & Streams

Please Don't Feed The Fish!



Fish need clean water too.
You can keep pollution out of our waterways.

Together we can make a difference!
Call 823-5610

the Regional Coalition for Clean Rivers and Streams

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2001 Regional Coalition for Clean Rivers & Streams



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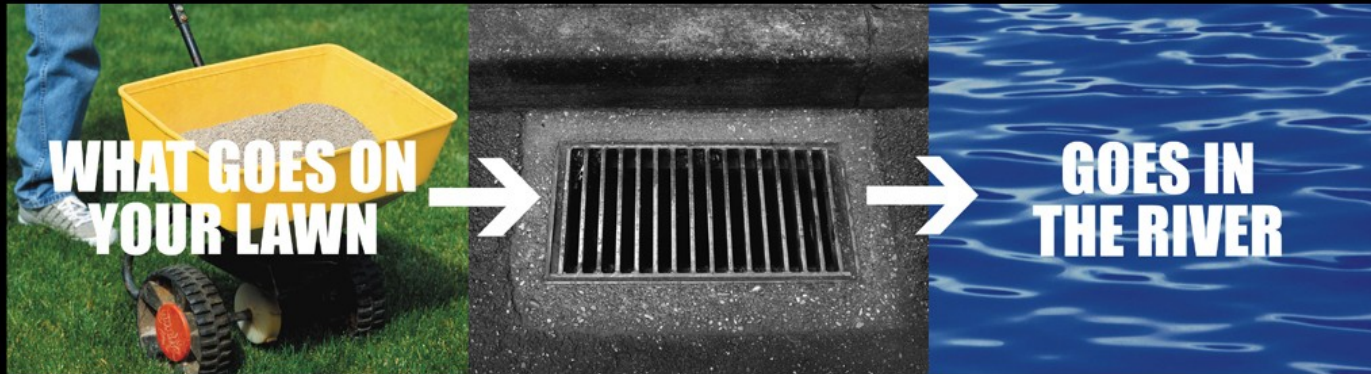
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2002 Regional Coalition for Clean Rivers & Streams



USE GARDEN CHEMICALS WISELY.

Pesticides and fertilizers applied incorrectly or excessively get washed from yards and gardens into our rivers and streams.

www.cleanriversandstreams.org



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2003 & 2004 Regional Coalition for Clean Rivers & Streams



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Tips, Tricks & Lessons Learned

- You don't have to be rich
- You DO have to be creative
- You don't have to reinvent the wheel—perfectly ok to beg, borrow or steal (with permission)
- Don't overlook grants and partnerships

Where to steal ideas

- Regional Coalition for Clean Rivers & Streams (www.cleanriversandstreams.org)
- Oregon Association of Clean Water Agencies (www.oracwa.org)
- Oregon & Washington Phase I Communities

Thank You

**For more information on Clean Water
Services' Outreach/Education
Program, please visit:
www.CleanWaterServices.org**

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